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62.61

Wake Up America!

BULB-PLANTING
SEASON IS HERE

Here Is
Your Quick-Action
Bulb List



MAX SCHLING SEEDSMEN, Inc.
618 MADISON AVENUE :: NEW YORK, N. Y.

Pre-season special list
1940

Sec. 562, P. L. & R.

U. S. POSTAGE
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U. S. Department of Agriculture

U. S. Department of Agriculture,
Bureau of Plant Industry,
Washington, D. C.

62.61



MADONNA LILIES

The famous Dutch, Orchid-flowering Iris from bulbs. Very popular with florists. The Orchid-shaped blooms and bold colorings make these a most exquisite cut-flower.

- X **Imperator.** Midnight-blue, orange-yellow spot on lip.
- X **Poggenbeeck.** Rich navy-blue.
- X **White Excelsior.** Pure white.
- X **Yellow Queen.** Golden yellow.

90c per doz.; \$7.00 per 100

Hardy American-grown English Iris Bulbs ready for shipment October 1

Blue Celeste. Light blue. **King of the Blues.** Deep blue. **Mont Blanc.** White. **Sunset.** Yellow.
\$1.15 per doz.; \$8.75 per 100

Wake Up America!

BULB-PLANTING SEASON IS HERE!

WE PROUDLY present a list of 100 per cent American-grown bulbs, grown on American soil, by American bulb specialists for American gardens. We are presenting this pre-season offering to apprise our customers of the fact that there will be bulbs of all descriptions for those who respond quickly by ordering NOW.

The European situation is such that it is unlikely any bulbs can be obtained from Holland this year. We have a plentiful supply of fine American-grown stock which will not last through the season. In order to render the best service, it is imperative that we have your order before October 1. We will gladly repay this coöperation by allowing a "Discount of 5 per cent" for all orders placed before October 1.

NOTE. All bulbs postpaid east of Mississippi River, with exception of Fleur de Lis, Japanese and Siberian Irises, Peonies and Hemerocallis.

COMPLETE FALL CATALOGUE READY SEPTEMBER

Really, no garden is complete without these chaste white Madonna Lilies. We are fortunate indeed, in our ability to supply the following strains. Supply very limited.

Madonna Lilies (*Lilium candidum*)

- Green Mountain Strain.** Fine New England stock, strong bulbs. 75c each; \$7.50 per doz.; \$55.00 per 100.
- Blue Mountain Strain.** Hardy Pennsylvania mountain-grown. 60c each; \$6.00 per doz.; \$40.00 per 100.
- North Star Strain.** For mass planting. Will have 4 to 6 blooms on a stalk. 40c each; \$4.00 per doz.; \$25.00 per 100.

Schling's Multiple-flowered Iris (*I. ochroleuca*)

Gorgeous Orchid-flowering Iris, splendid for cutting and mass planting. Perfectly hardy. New and worth-while.

White, Blue, Yellow, Lavender. \$3.00 per doz.; \$22.00 per 100.

Fall-Blooming Bulbs

Plant now—will bloom this Fall

- Crocus zonatus.** Autumn-blooming Crocus. An unusual species with warm rosy lilac flowers accentuated by an orange-scarlet zone at the base of each flower. Each bulb usually produces several blooms. \$1.00 per doz.; \$7.00 per 100.
- Colchicum autumnale.** The large, glowing purple chalice-like flowers appear without foliage in early autumn. For picturesque effects plant the bulbs among low carpeting plants like Thyme or Veronica. 45c each; \$4.50 per doz.
- FALL-BLOOMING GOLDEN CROCUS (*Sternbergia lutea*).** Several flowers from one bulb. Will bloom in three weeks after planting. Ideal for rock-gardens. Plant 6-8 in. deep. \$1.75 per doz.; \$12.50 per 100.

Another Fine HARDY American-grown Bulb for the Garden

Bulbs ready for shipment October 1

Bulbs ready now for immediate shipment and planting:
August 15 -- September 1

Madonna Lilies
Schling's Multiple-flowered Iris
Crocus Colchicum



DUTCH IRIS



DARWIN TULIPS

AMERICAN-GROWN DARWIN TULIPS

American-grown Tulips, grown in the Pacific Northwest, have earned the right to be listed first, for we believe in "America First."

The following is a list of the Finest American-grown Darwin Tulips—Extra Choice Top Size, Extra Early Bloom, Longer Blooming Season.

- Baronne de la Tonnaye.** Carmine-rose. An excellent color.
- X **Bartigon.** Fiery scarlet. Strikingly beautiful.
- Clara Butt.** Salmon-rose. A "must" variety.
- King Harold.** Rich maroon. Very distinctive.
- Mr. Farncombe Sanders.** Rosy scarlet. Beautiful combined with yellow.
- Pride of Haarlem.** American-Beauty red. A universal favorite.
- X **Princess Elizabeth.** Rose-pink. Wonderful cut-flower.
- X **William Copeland.** Early lavender. Only lavender available. Quantity limited.
- X **William Pitt.** Early. Glowing red. Use instead of Single Early Tulips.
- Yellow Darwin** (Inglescombe Yellow). Always satisfactory.
- Old Glory Mixture.** \$1.00 per doz.; \$7.00 per 100.

X Best varieties for forcing

**All of above varieties, except where noted,
\$1.35 per doz.; \$10.50 per 100**

EXTRA SPECIAL OFFER

**American-Grown "Old Glory Mixture" if order is
placed before September 15th.**

50 for \$3.25

100 for \$6.00

COTTAGE TULIPS

English-Grown

	12	100
Adrianna. Yellow.....	\$1 00	\$7 75
X Albino. Pure giant white, dark anthers.....	1 25	9 00
X Carrara. Pure giant white, light anthers.....	1 25	9 00
Inglescombe Pink. Delicate rose.....	1 00	7 75
Miss Blanche White. White, pink tinge; lovely.	1 10	8 50
Moonlight. Exquisite pale yellow.....	1 10	8 50
X Mrs. Moon. Globe shaped; deeper yellow.....	1 10	8 50
English Cottage Mixture	90	7 00

X Best varieties for forcing

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Our GENERAL FALL BULB CATALOGUE will present a full list of Roses for fall planting, selected perennials, and a more complete selection of all bulbs listed.

DEDUCT 5 per cent for orders placed before October 1.

DARWIN TULIPS

English-Grown

England for many generations has been the center of a huge bulb-producing industry. English growers have been loath to part with any of their planting stocks due to the high degree of perfection they had attained. Through our contacts in the past with English growers we have been fortunate in obtaining the following varieties of Tulips which we are privileged to offer.

ALL TOP-SIZE BULBS

- Afterglow.** Salmon, overlaid with orange. An exquisite color.
- X **Bartigon.** Fiery scarlet. Strikingly beautiful.
- Clara Butt.** Salmon-rose. A "must" variety.
- Harry Veitch.** Brownish red-mahogany. Unusual.
- King George V.** Two-tone pink. One of the best.
- King Harold.** Rich maroon. Very distinctive.
- X **Le Notre.** Fine early rose. A splendid pink.
- Mr. Farncombe Sanders.** Rosy scarlet. Beautiful combined with yellow.
- Pride of Haarlem.** American-Beauty red. Universal favorite.
- X **Princess Elizabeth.** Clear rose-pink. Wonderful cut-flower.
- X **Prof. Rauwenhoff.** Carmine-rose. Stately giant rose.
- X **William Copeland.** Early lavender. Only lavender available. Quantity limited.
- X **William Pitt.** Early. Glowing red. Use instead of Single Early Tulips.

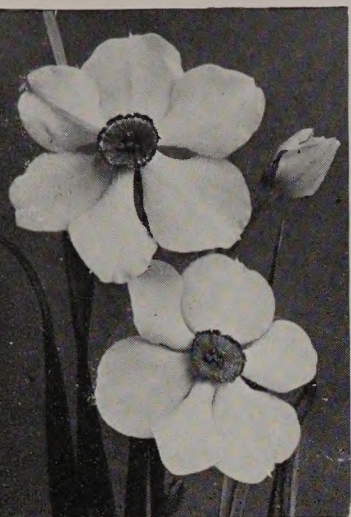
**All of the above varieties, \$1.00 per doz.;
\$7.75 per 100**

City of Haarlem. Giant gorgeous red. A requisite of every Tulip garden. Very scarce. \$1.25 per doz.; \$9.00 per 100.

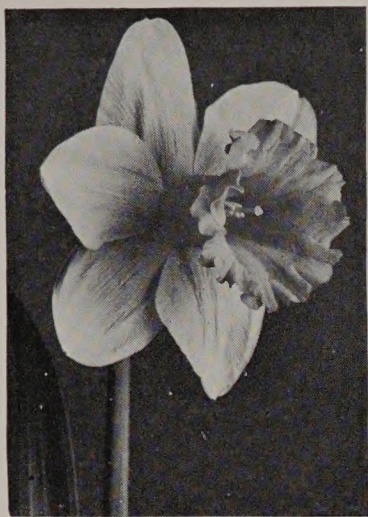
Bard of Avon Mixture. 90c per doz.; \$7.00 per 100.

X Best varieties for forcing

DAFFODILS AND NARCISSI



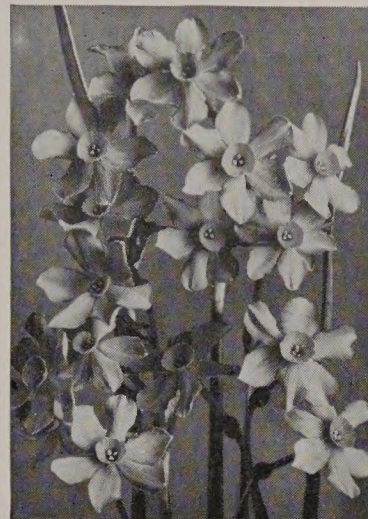
Narcissus poeticus



Trumpet Narcissus



Narcissus incomparabilis



Jonquils



Narcissus poetaz

Special Collection of Daffodils and Narcissi

Daffodil, King Alfred. (Jumbo.) "Potentate of the Daffodil Order." Deep golden yellow.

Barri Conspicuus. (Jumbo.) Delicate golden yellow with orange-edged half trumpet.

Jumbo Lucifer. Clear white with orange-red cup.

Jumbo Laurens Koster. Heavy clusters of creamy white flowers with deep orange-yellow cup. Excellent for rock-gardens.

12 each above four varieties, \$4.00

25 each above four varieties, \$7.50

A more complete selection of each item listed herein will be found in our regular fall bulb catalogue.

MEDIUM TRUMPET VARIETIES

	12	100
Barri Conspicuus. Yellow, with orange band around short trumpet. Beautiful.	\$0 90	\$7 00
Albatross. White with lovely contrasting short trumpet.	1 00	8 00
XX Incomparabilis, Sir Watkin. Old favorite of all Narcissi enthusiasts. Excellent for forcing, naturalizing, and bedding. Large; sulphur-yellow, orange cup.	1 10	8 00
X Incomparabilis, Helios (Improved Sir Watkin). More prolific and more striking than the former.	1 50	11 00
Incomparabilis, Mrs. Langtry. White form of Sir Watkin.	80	6 00
XX Poetaz, Laurens Koster. Heavy clusters of strong sweet-scented Narcissi blooms. A "must" variety for rock-gardens. White with orange cup.	1 00	7 50
Poetaz, Elvira. Same as above with delicate yellow cup.	1 00	7 50
X Poeticus, Horace. Large extra-early Pheasant Eye. For naturalizing and rockeries.	1 15	8 00
Poeticus Recurvus. Original Pheasant Eye.	85	6 25
Alba Plena Odorata. Double; pure white.	1 15	8 75
X Twink. Newest and finest double. No collection complete without this exquisite early variety.	2 50	18 00

Partial List of Daffodils and Narcissi

LARGE TRUMPET VARIETIES

	12	100
Aerolite. Faint two-tone; huge perianth.	\$1 90	\$14 50
X Emperor. Old favorite. For a naturalized group of pure yellow Daffodils, this is especially recommended.	1 10	8 25
X Empress. Same as above. Bicolor.	1 10	8 25
XX King Alfred. Consistently year in and year out the most satisfactory deep golden yellow Daffodil. A "must" variety.	1 50	11 00
XX Mrs. E. H. Krelage. No collection complete without this charming and chaste, pure white Daffodil. Exquisite for Easter arrangements. Will bloom outdoors in time for next Easter.	2 50	18 00
X Olympia. Primrose-yellow with golden yellow trumpet. Giant flowers.	1 50	11 00
X Good forcer. XX Can be had pre-cooled, for extra-early forcing. Pre-cooled bulbs supplied in lots of 100 only		

Narcissi and Daffodils for Naturalizing

Schling's Old Dominion Mixture. A carefully blended mixture of Narcissi, planted at once will bring years of joy to the garden lover. \$1.25 for 25; \$4.75 per 100; \$42.50 per 1000.

HARBINGERS OF SPRING

Nothing can spoil our enjoyment of the robust "Hello" that is ours when we are greeted by the cheery Harbingers of Spring.

	12	100
CROCUS (very scarce)		
Yellow Mammoth.	\$0 85	\$6 25
Baron von Brunow. Dark blue, yellow anthers	75	5 50
Mixed.	75	5 50
Snowdrops, Single. (Very scarce.)	60	4 00
Chionodoxa. (Very scarce.)	85	6 25
Grape Hyacinths, Heavenly Blue.	70	5 25
Grape Hyacinths, Dark Blue.	70	5 25
Scilla campanulata, Blue (Blue Bells). (Very scarce.)	1 00	7 00
Scilla campanulata, White. (Very scarce.)	1 00	7 00
Scilla campanulata, Rose. (Very scarce.)	1 00	7 00
Fritillaria meleagris (Guinea-Hen Flower)	1 00	7 00
Ornithogalum umbellatum. White.	1 00	7 00

SPRING HARBINGER COLLECTION

Chionodoxa Snowdrops Grape Hyacinths
Scilla campanulata, White, Blue, or Rose

25 each (100 in all) Value \$5.62

50 each (200 in all) Value 11.25

100 each (400 in all) Value 22.50

NOTE. Owing to the scarcity of the above, we reserve the right to withdraw the above collection without notice



Crocus



Chionodoxa
Lucilæ



Grape Hyacinths



Scilla hispanica alba
(S. campanulata alba)



Snowdrops

BULBS FOR HOME and GREENHOUSE CULTURE

Enjoy the wonders of nature through the dreary winter months by growing Schling's Superb Paper-White Narcissus. 100 per cent American-grown.

NARCISSUS, Paper-White Grandiflora		
	12	100
Mammoth bulbs.....	\$0 85	\$5 50
Jumbo bulbs.....	1 00	7 00
Grand Soleil d'Or. Rich golden yellow, orange center.	2 00	12 00
	Each	12
Chinese Sacred Lilies.....	\$0 20	\$2 00

Forcing Bulbs for Indoor and Greenhouse Culture

FREESIAS

Extra-large selected bulbs. X Recommended Varieties.

	12	100
Apotheose. Rosy lavender-mauve.....	\$1 00	\$7 00
X Blanche Blue. Large; rich blue.....	1 25	9 00
California. Deep golden yellow.....	1 00	7 00
X Elder's Giant White. Enormous; pure white....	1 00	7 00
X Golden Daffodil. Best yellow.....	85	6 50
X Purity, Improved. Pure white.....	75	5 50
Rosy Morn. Clear pink.....	1 10	7 50
Wisteria. Wisteria-blue.....	1 10	7 50

IRIS, Wedgwood. Will bloom in January and February..... 1 50 11 00

CALLA LILIES

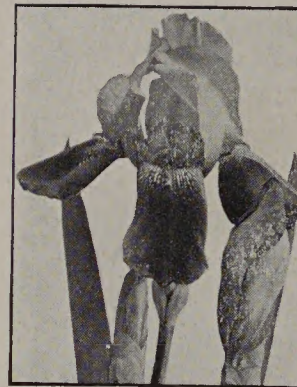
	Each	Doz.
Æthiopica White		
Jumbo bulbs.....	\$0 75	\$7 50
Elliottiana Yellow.		
Jumbo bulbs.....	75	7 50
Baby White Callas. Lovely.....	40	3 50

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PLANT IRIS NOW



Fleur de Lis Iris

May-June: Fleur de Lis Collection. 3 each of 9 splendid varieties.....\$6 50

June-July: Japanese Iris Collection. 1 clump each of 10 best varieties 8 50

Mid-June: Schling's Multiple-flowering Iris Collection. 6 each of 4 colors..... 5 00

June-July: Siberian Iris Collection. 3 each of 8 excellent varieties..... 5 00

PLANT PEONIES NOW

Heavy one-year clumps, bloom assured next spring. 1 root each of 6 fine varieties. \$3.85.



Exquisite Sunkist Day-Lilies

(Betscher Hemerocallis)

For exquisite midsummer cut-flowers. Special Collection: 1 each of 9 Betscher Hemerocallis, \$8.00.

A more complete selection of each item listed herein will be found in our regular fall bulb catalogue.

All Bulbs in this folder will positively be delivered this fall

MAX SCHLING SEEDSMEN, Inc. • 618 Madison Ave. • NEW YORK, N. Y.